The Industrial Labour Welfare Association Ltd.,
COIMBATORE.

The Indian Chamber of Commerce, Coimbatore
Meeting held to felicitate Sri K. Sundaram
on his departure to foreign countries

Speeches by

Sri T. V. ANGAPPAN,

Sri K. SREENIVASAN,

Sri S. R. P. PONNUSWAMY CHETTIAR,

Sri T. T. R. PILLAI, B. A., B. L.,
Advocate, Coimbatore

Sri K. SUNDARAM,
President, Indian Chamber of Commerce, Coimbatore

Sri G. D. NAIDU,

and

Vote of Thanks by

Sri M. S. JAGANNATHA IYENGAR.

on **18—9—1964**

at

"Gopal Bagh"

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Speech by

Sri T. V. Angappan.

Mr. Sreenivasan, Mr. Sundaram and friends,

On behalf of the Chamber and my own behalf, I have great pleasure in welcoming you all this evening. To-day, you are all aware of the fact that we have assembled to felicitate Mr. Sundaram on his departure to foreign Countries as a member of the Indian delegation headed by the great lion of the Indian business Mr. Murugappa Chettiar.

We all know how important is the contact in these days between different conutries. It is therefore necessary that the Indian federation thought that a delegation like this should be sent to pass on good will and trade. It is only fitting and proper that a man, an outstanding business man of our place Mr. Sundaram should be selected to represent textile industry and engineering industry too. If I begin to say anything of Mr. Sundaram in a crowd like this in Coimbatore, I will be only carrying coal to

Newcastle. But I will just say how Mr. Sundaram had been helpful to the Indian Chamber of Commerce in particular. I would like to take you back to last year when we were just trying to raise a lot of money for the proposed building. We were able to raise about thirtyfive thousand rupees. It is not a small amount. But for his efforts we would not have been able to raise so much and it is only proper that the Chamber should have thought of honouring him on an occassion like this.

Speaking about export on an occassion like this, it generally comes to my mind that it is only proper. What we need now perhaps is a long term policy. We often find that a deputation like this goes to a country or two and they were able to finalize some orders and all that. When we export some thing, we were able to create a demand in that particular country too. But after some time we find that in that particular country we get a lot of orders. By the time our goods are popular there, our government puts a lien on it. Therefore what perhaps is necessary is only a long term policy and not a short sighted one that is likely to be changed after 3 months or 6 months. Therefore what I was strongly making a plea on an occassion like this would be, that if you

want to export more and more, you want a long term policy that may not change at least for ten years to come. Unless such a policy has been declared, we may not be able to do anything worth while in the field of exports.

But however this is not an occassion to inflict that pinch upon you. But I will only be doing my duty in asking Mr. Sreenivasan to preside over this occassion. But before doing so, I would only say that it is only persons like Sreenivasan who had been members in different committees that had been responsible for delegations like this going abroad. So therefore it is only proper that Mr. Sreenivasan having been responsible for sponsering many delegations like this should be asked to preside over this occassion. Therefore Sir, I now ask Mr. Sreenivasan to take the chair.

Thank you. (Cheers)

Speech by

Sri K. Sreenivasan.

Mr. Sundaram, Mr. Angappan, Members of the Coimbatore Chamber of Commerce and friends,

I must first of all express my deep sense of gratitude to the members of the Chamber for having invited me to preside on this occassion. As I was taking my tea, I was reminded of a well known story of the rather tragic French Queen Mary Antonia just before the French revolution. As she was travelling in her coach, she saw a large number of people in the streets begging for food and she asked her Companion, "why are these people begging for food?" So, the companion said, "your majesty, there is no bread in the shops". Then Mary Antonia answered," why don't they eat cake if they cannot get any bread?" (laughter). I find that we had three treats to-day and only one family. I don't know if that is the reflection of the food situation in the country (laughter.)

It is always a pleasure for me to associate myself in any function organised

to felicitate Mr. Sundaram. In fact, I believe that the two of us form a mutual admiration society (laughter.); so that when any thing happens to one, the other is there ready to speak. (laughter.) When I was felicitated some time ago, Mr. Sundaram was there to speak. But I will assure you the reason I am here to-day is not because of that. (laughter). It is because I am sincerely of the view that Mr. Sundaram will do a jolly good job when he represents our country in other countries.

One of the problems that our country is faced with is the matter of foreign trade. Every time we ask for some money from the central government either to buy machinery or to import some finished goods or to go abroad on a trip on business, we are told that there is no foreign exchange. Therefore, the matter of forming foreign exchange is a prime necessity for our growing economy and if we have to form foreign exchange as far as I know, it is short of begging which we had been doing to a very large extent. The only way of doing that is by exporting.

In recent years, our export had to face a considerable amount of competition. In some countries, they are at the same level

of economic and industrial development as we are here.

Naturally it is a matter of contempt to us to have, that these countries which have started their industrialization much later than we did, are neverthless able to beat us in market which were traditionally considered Indian markets. When there was partition, India had about three hundred and sixty textile mills and Pakistan had three. Yet to-day Pakistan is able to compete with Indian textiles in all south east states and African market with greater advantage than we are able to do. Honkonk until about ten or fifteen years ago was a small island that was almost forgotten except for the fact that it was still a part of the British empire, is to-day able to export yarn and cloth at much lower prices than we can, why?

Similarly China which until recently was supposed to be very, very short of cloth for their domestic consumption is to-day able to export their yarn and cloth at subsidiary prices and pushing India out of every international market.

It is not necessary for me to go into these reasons now. But I would like to draw your attention to one reason.

Mr. Angappen went a little bit opening the mark ie. if you want to export, there should be two things. One is consistency. If a market is prepared to buy hundred thousand yards of cloth from you to-day, then you must ensure that, that market is supplied with hundred thousand yards of cloth month after month. If you supply them two hundred yards of cloth this month and don't supply them any for the next six months, surely they are not going to come and buy any from you. If the market can absorb certain amount of yarn or cloth or for that matter any other commodity, then it is the duty of the manufacturer, if he wants a consistant and permanant relationship, to ensure that, that amount is supplied. No more, no less. If he feels that the market can absorb more, by all means, let him supply more. It is a basic principle of commercial policy that this should happen.

The second thing is that these consistancies should be followed by consistant contracts between the manufacturer and the consumer. The manufacturer should know the change in the pattern of taste, both short term because of change in pattern and long term because of change in the economic situation and the social habits ; for example just before this meeting started,

we were discussing how some thirty or forty years ago a Coimbatore handloom weaver was a producer of turban cloth and yet to-day he is a producer of saries. This is what I mean by a long term sense. Over a period of time peoples habits changed people started wearing trousers and bush shirts instead of dhothies and upper cloth. Consequently we have to produce what the consumer wants.

Similarly over a short term period, 'Bleeding Madras', is very popular to-day. It may not be popular in another six months time. That is on short term thing. Therefore if we have to succeed in our export, there should be constant contact between the consumer and the manufacturer both from the point of view of export and from the point of view of market study and from the point of view of ultimate good relationship. It is therefore very essential that we in this country as exporters, as a progressive country to which many of the Eastern countries look up to us for political inspiration, for commercial education and so on. It is very necessary that our contact with these areas should be frequent and constant.

It is therefore a very good idea that the federation of the chamber of commerce

have sponstered this delegation and it is perhaps an excellant idea that Mr. Sundaram has been asked to be a member of this delegation.

In recent years, our trade with Africa has been dwindling. We want to know why? Many reasons are given to us by various people. Some times these reasons are conflicting. As the newly emerging countries in Africa start – begin to industrialize, they have to follow the same pattern that we, in this country have followed which means they can learn quite a lot from us and I believe, just as we are trying to learn from United States and Europe. Similarly it is our duty to see what we can do to help those countries in their economic development and industrialization. Our experience will be far more valuable to them because the social and economic conditions in those countries are more similar to India than they are to Europe or America. Their economic level, their standards, their culture patterns and so on are much more near to us. Therefore from the cultural, political, social and economic point of view, India has a role to play in this area.

I am very happy that Mr. Sundaram is going on this. I would like to take this

opportunity of wishing him Bonvoyage and hope that this visit will be very fruitful from every point of view. Thank you very much. (Cheers)

I will now call upon Mr. Ponnuswamy Chettiar to say a few words.

Speech by

Sri S. R. P. Ponnuswamy Chettiar.

Coimbatore.

தலைவர் அவர்களே, உயர் திரு சுந்தரம் அவர்களே,
நண்பர்களே,

அடுத்து, வெளிநாடு செல்ல இருக்கின்ற நமது தலைவர் அவர்களைப் பாராட்டுகின்ற முறையிலே என்னையும் பேசும்படி எனக்கு வாய்ப்பு அளித்ததற்கு, முதலில் என் நன்றியைத் தெரிவித்துக் கொள்கிறேன். நண்பர் ஸ்ரீனிவாசன் அவர்கள் சொல்லியது போல் எனக்கும் கொஞ்சம் கஷ்டம் ஏன் சொல்லுகிறேன் என்றால், எப்பொழுதுமே மிக நெருங்கிப் பழகியவர்களைப் பாராட்டிப் பேசுவதோ அல்லது அவர்களுடைய குணாதிசயங்களை எடுத்துச் சொல்வதோ கொஞ்சம் கஷ்டமான வேலைதான். இது உங்கள் எல்லோருக்கும் நன்றாகத் தெரியும். இருந்தாலும் விழாவிலே முறைப்படி பேசித்தான் தீர வேண்டும் என்கிற முறையில்தான் நானும் பேசவிருக்கின்றேன். எனக்கு முன்பு பேசிய தலைவர் அவர்கள் சொன்னார்கள். செல்ல விருக்கின்ற தூது கோஷ்டியிலே, இந்தப் பகுதியின் பிரதிநிதியாகச் செல்வதற்கு திரு சுந்தரம் அவர்கள் எவ்வளவு தகுதியுள்ளவர் என்பதாக விளக்கமாகச் சொன்னார்கள். இப்பொழுது பெடரேஷன் ஆப் இந்தியன் சேம்பேர்ஸ் ஆப் காமர்ஸ் அனுப்புகின்ற தூது கோஷ்டி ஒரு நல்ல எண்ண தூதுகோஷ்டி. "குட் வில் மிஷன்" என்று ஆங்கிலத்தில் சொல்லுவார்கள்.

பொதுவாக இன்று வியாபாரம் இருக்கும் நிலைமையைப் பார்ப்போமானால், முன்னெல்லாம்

வியாபாரத்திற்கென்றே போவது ஒருமுறை. இப்பொழுது வியாபாரத்தைப் பெருக்கிக்கொள்வதற்கு நல்லெண்ணத் தூது கோஷ்டி என்கிற முறையில்தான் ஒரு நாட்டுக்கும், மற்ற நாடுகளுக்கும் உள்ள நல்லெண்ணங்களைப் பறிமாறிக்கொண்டு அங்கிருந்து வாங்க வேண்டியதை வாங்கி, இங்கிருந்து நாம் கொடுக்க வேண்டியதைக் கொடுத்து உலகத்திலுள்ள எல்லா நாடுகளும் செய்து வருகின்றன. அந்த வகையில் இன்றைய தினம் ஆப்ரிக்கா, நம்மைப் போல் இருக்க கூடிய நாடு இன்னும் எவ்வளவோ முன்னேற வேண்டிய நாடு. நாம் அங்கே செல்வதென்றால், நாம் நிறைய முன்னேறிவிட்ட நாடு என்று சொல்வதற்கில்லை என்றாலும் கூட நம்மால் முடிந்ததை நாம் செய்ய முடியும். அங்கிருந்து தெரிந்து வர வேண்டியதை நாம் தெரிந்து கொள்ள முடியும் என்பதற்காகத்தான் இன்றைய தினம் இந்த தூது கோஷ்டி உயர்திரு முருகப்ப செட்டியார் தலைமையிலே செல்லுகின்றது. பாக்டரிகளிலே பார்த்து பல தொழில்களிலே இருக்கக்கூடிய சரக்குகளை அங்கே விற்பதற்கு நல்ல வாய்ப்பு இருக்கிறது. இன்ஜினீயரிங், டெக்ஸ்டைல் போன்ற தொழில்கள்.

இது எல்லாவற்றிற்கும் மேலாக, இன்னும் ஒரு படி அதிகமாக நான் சொல்ல விரும்புகின்றேன். இந்தியா தேசத்திலிருந்து ஒரிரு தொழிலதிபர்கள் அங்கேயே தொழில்களை ஆரம்பித்திருக்கிறார்கள் அந்த அரசாங்கத்தின் அனுமதியுடன், அந்த அரசாங்கத்தின் சலுகைகளைப் பெற்று, அப்படிப் பார்க்கின்ற பொழுது என்னைப்போல் இருப்பவர்களுக்கு ஒரு சபலம் ஏற்படுவது வழக்கம். சபலத்தைத் தவறு என்று யாரும் சொல்ல முடியாது. நம் நாட்டிலேயே வேறு பகுதிகளிலே இருக்கின்ற

வர்கள் வெளிநாடுகளிலே போய்த் தொழிலே ஆரம்பிக்கின்ருர்களே, ஏன் நம்ம பகுதிகளிலே இருக்கின்றவர்கள் அங்கே சென்று தொழில்களே ஆரம்பிக்கக்கூடாது என்று பலதடவைகளில் நான் பலமுறை நினைப்பதுண்டு. அப்படி தமிழ்நாட்டில் இருக்கக்கூடியவர்கள் யாராவது அந்தப் பகுதிகளிலே சென்று தொழில்களே ஆரம்பிக்க வேண்டுமென்ருல், அதற்கு மிகமிக தகுதியுடையவர் நமது நண்பர் மிஸ்டர் சுந்தரம் அவர்கள் என்பதை யாவரும் ஒத்துக்கொள்ளத்தான் வேண்டும்.

இதைப் போன்ற தூது கோஷ்டிகள் செல்வதின் மூலமாக நாட்டிற்கு வேண்டியவை எவ்வளவோ செய்ய முடியும். இன்றைய தினம் சுந்தரம் அவர்கள் செல்கிருர்கள் என்ருல், நமது நாட்டின் பிரதிநிதி யாகச் செல்லுகிருர்கள். அவர்கள் பார்க்கின்ற கண்ணேட்டம் நாட்டின் வளர்ச்சிக்காக என்ன செய்ய முடியும் என்ற ஒரே கணணேட்டத்துடன் பார்க்க வேண்டிய நிலேயில் இருக்கிருர்கள். அதே மாதிரி அங்கே இருக்கக்கூடியவர்கள் நம் நாட்டுக்கு நண்பர்கள் என்கிற முறையிலே அவர்களுக்கு நாம் என்ன செய்ய முடியும் என்பதையும் பார்த்து வரச் செல்கின்ருர்கள். இந்தத் தூது கோஷ்டிகள் அடிக்கடி சென்று வருவதின் பயனே இன்று சர்வ தேச அரங்கிலே நன்ருகப் பார்க்கின்ருேம். இது போன்ற தூது கோஷ்டிகள் செல்வதின் பயனுகத் தான் இன்று உலகத்திலுள்ள எல்லா நாடுகளும், சைனுவைத் தவிர இந்தியா தேசம் என்ருல் மிகவும் நட்புரிமை கொண்டு எவ்வளவோ ஒத்தாசைகள் செய்து வருவதை நாம் பார்க்கின்ருேம். திருவாளர் சுந்தரம் அவர்கள் சென்று வருவதன் காரணமாக இன்னும் பல பகுதிகளிலே இருக்கக்கூடிய நாடுகளில்

நட்புரிமையைப் பெருக்கி அந்த நாடுகள் நம் நாட்டிற்கு எந்த அளவிலே சாதகமான முறையிலே நடக்க முடியும், நடப்பார்கள் என்பதையும் ஏற்பாடு செய்வார்கள் என்பதிலே எனக்கு எந்த விதமான சந்தேகமும் கிடையாது.

திரு சுந்தரம் அவர்கள் இன்றைய தினம் செல்கிறார்கள் என்றால் அவர்கள் புதிதாக வெளி நாடுகள் செல்வதல்ல, ஏக தேசமாக உலகம் பூராவும் தொழில் துறையை முன்னிட்டு உலகத்திலுள்ள எந்தெந்த நாடுகளிலே, எந்தெந்தத் தொழில் எந்த முறையில் நடக்கின்றது என்பதை நன்றாகப் பார்த்து, ஆராய்ந்து நல்ல அனுபவம் பெற்றவர்கள். அவர்கள் ஏதாவது தொழில் செய்வதாய் இருந்தால் தீர்க்கமாக ஆலோசித்து, நன்றாக அலசிப் பார்த்து, அதற்கப்புறம் தான் ஒரு முடிவெடுத்துச் செய்வார்கள். முடிவெடுத்தால் அந்த முடிவு சரியான முறையிலே செயல்படுவதற்கு எவ்வளவு செய்ய முடியுமோ அவ்வளவும் ஊக்கத்துடன் செய்து அந்தத் தொழிலை வெற்றிகரமாக நடத்தக்கூடிய திறமையும், சக்தியும் உடையவர் நம் சுந்தரம் அவர்கள். ஸ்ரீ. சுந்தரம் அவர்கள் இந்த நல்லெண்ண தூது கோஷ்டியில் செல்வது, கோவை நகரத்தைப் பொருத்த அளவிலே நமது நகரத்துக்கே ஒரு பெருமை என்று நான் கருதுகின்றேன்.

இதைப் போன்ற, நாட்டிற்குப் பயன்படக்கூடிய பல துறைகளிலே அவருடைய சேவை இன்னும் நிறைய கிடைக்க வேண்டும் என்று விரும்பி, நண்பர் சுந்தரம் அவர்கள் நல்ல முறையிலே சென்றுவந்து, வந்த பிறகு அவர்கள் மறுபடியும் நமது இந்தியன் சேம்பர் ஆப் காமர்ஸ் அங்கத்தினர்கள் எல்லோரையும்

கூட்டி, பார்த்ததையும், கேட்டதையும், சொல்லி, எந்த முறையில் நாம் செய்தால் நம் நாட்டிற்குப் பயன்படும் என்பதையும் அவர்கள் சொல்லுவார்கள் என்பதிலே எனக்கு எந்தவிதமான சந்தேகமும் இல்லை. அவர்கள் சொல்லுவார்கள் என்று நம்புகிறேன்.

இந்த சந்தர்ப்பத்திலே இன்னொன்றும் கூட நான் சொல்ல விரும்புகின்றேன். வெளி நாடுகளிலே அடிக்கடி சென்று வருகிறார்களே, இதில் ஏதாவது பயன் இருக்கின்றதா என்கிற பிரச்னையை பலர் கேட்கின்றதை நானும் கேட்டிருக்கின்றேன். யாராவது ஒருவர் வெளிநாடு சென்று வந்தால், தொழில் துறையைச் சேர்ந்தவர்கள் வந்து இறங்கின உடனே, "எங்கே சென்றீர்கள்? என்ன பார்த்தீர்கள்? புதிதாக என்ன தொழிலை ஆரம்பிக்கிறீர்கள்?" என்று அடுத்த நாளே கேள்வி கேட்கின்றார்கள். இன்றையதினம் இருக்கக்கூடிய நிலைமையில் ஒரு தொழிலைச் செய்ய வேண்டும் என்றால் எவ்வளவு கஷ்டங்கள் இருக்கின்றது என்பதை தலைவர் ஸ்ரீனிவாசன் அவர்கள் அவர்களுக்கே உரிய தனிப்பட்ட முறையிலே கொஞ்சம் சூசகமாக அவர்கள் சொல்லிவிட்டார்கள். எனக்கு நன்றாக ஞாபகம் இருக்கிறது. இன்றைய தினம் சுந்தரம் அவர்கள் குடும்பத்தைச் சேர்ந்தவர்கள் ஆரம்பித்திருக்கிற லக்ஷ்மி மிஷின் ஒர்க்ஸ் 1957-ம் வருஷம் சுந்தரம் அவர்கள் சகோதரர் திரு. தேவராஜ் அவர்களும் நானும் சேர்ந்திருந்த பொழுது ஆரம்பித்த சட்டமது. 57 எங்கே? 64 எங்கே? இவ்வளவு வருஷங்கள் முடிந்த பிறகுதான், இன்றைய தினம் அந்த லக்ஷ்மி ஒர்க்ஸ் வளர்ந்து கொண்டிருக்கிறது. இதை எதற்குச் சொல்கிறேன் என்றால், இதைப் போன்ற

தூது கோஷ்டி என்று சொல்லுகின்றோமே பலமுறை போய் வந்துகொண்டு அந்த தொடர்பை வைத்துக் கொண்டிருந்தால்தான் உண்மையில் நாட்டுக்கு நல்ல காரியங்கள் செய்ய முடியுமே தவிர, ஏதோ ஓரளவு போய், ஒரு தடவை போய் வந்த உடனே, உடனடியாக ஏதாவது செய்ய முடியுமா என்றால், செய்வதற்கு சாத்தியமில்லை என்பதைத் தெளிவு படுத்தத்தான் நான் சொல்லுகின்றேன்.

ஆழ்ந்த அடிப்படையில் பார்ப்போமேயானால், இன்றைய தினம் தொழில் துறையில் சம்பந்தப்பட்டவர்கள் வெளி நாடுகளுக்குச் செல்ல வேண்டும் என்றால் தலைவர் அவர்கள் சொன்னது போல் foreign exchange இல்லை என்கிறார்கள். பெரிய கட்டுப்பாடு, கஷ்டமான கட்டுப்பாடு என்னைப் போன்றவர்கள் நினைக்கின்றோம் அவ்வளவு கட்டுப் பாடு அவசியமில்லை என்று. எங்காவது தொழில் துறைகளில் இருப்பவர்கள் போக வேண்டும் என்றால் 6 மாதம் அல்லது ஒரு வருஷம் அங்கே வெளி நாடு களிலே குடியிருந்து கொள்வதில்லை. மீறி மீறிப் போனாலும், மூன்று வாரம் அல்லது நான்கு வாரம். foreign exchange சம்பந்தம் இதில் எவ்வளவு இருக்கின்றது என்றால், ஒரு மாதம் இருந்தால் மூவாயிரம் ரூபாய்தான் இருக்கும். போய் வருவதற் குள்ள சிலவை இங்கே நம் ரூபாயில் கொடுத்து விடலாம், அதற்கு foreign exchange கிடையாது. தொழில் துறையில் உள்ளவர்கள் செல்வதால் நாட்டிற்கு நல்ல முறையில் பலனுண்டு என்பதை தைரியமாக நான் சொல்ல முடியும். ஒரு இரண்டு லக்ஷம் அல்லது மூன்று லக்ஷம் அல்லது ஐந்து லக்ஷத்துக்கு மிஷின் வாங்க வேண்டும் என்றால் ஒரு பத்தாயிரம் ரூபாய் செலவு செய்தால் நஷ்டம் இல்லை.

குறைந்தது ஒரு நாற்பது ஐம்பதுனுயிரம் மிச்சப் படுத்தலாம்.

எதற்காக இந்தப் பீடிகையுடன் நான் பேசு கிறேன் என்ருல், தலேவர் அவர்கள் இன்று இருக்கி ருர்கள். ரிசர்வ் பேங்கிலே அவர் ஒரு டைரக்டர். அவர்தான் பணம் கொடுக்க வேண்டும். இந்தமாதிரி சந்தர்ப்பங்கள் வரும்பொழுது தைரியமாக அவர்கள் சொல்லலாம் "தொழில் துறையிலே இருக்கின்றவர் கள் யாராக இருந்தாலும் விளேயாட்டுக்காக வெளி நாடுகளுக்குச் செல்வதில்லே. ஏதோ வியாபாரி என்று சொல்லுகிருர்களே, யாரும் அனுவசியமாக செலவு செய்ய மாட்டார்கள். வியாபாரிகளே எனக்கு நன்ருகத் தெரியும். ஏதோ ஒரு நாலு செலவு செய்தால், ஒரு ஐந்தாவது லாபம் இருக்குமா என்று கணக்குப் பார்ப்பார்களே தவிர, நாலேக் கொண்டு போய் ஐந்திலே போட்டுவிட்டு வர மாட்டார்கள். அதனுல் தலேவர் அவர்களுக்குச் சொல்லுகின்றேன் தன்னுடைய செல்வாக்கை உபயோகித்து, தொழில் துறைகளில் இருப்பவர்கள் வெளிநாடுகளுக்குப் போக வேண்டும் என்று நிணக்கிற சந்தர்ப்பங்களிலே அதிகம் கொடுக்கிற தில்லே என்ருல் கூட, கிட்டத்தட்ட இரண்டாயிரத்து ஐநூறிலிருந்து மூவாயிரம் வரை கொடுத்தால் போதும் foreign exchange ஒன்றும் பிரமாதம் இல்லே. லக்ஷகணக்கில் இல்லே, கோடிக்கணக்கில் இல்லே, இதற்காக முயற்சி செய்ய வேண்டும் என்று இந்த சந்தர்ப்பத்தில் நான் அவருக்குச் சொல்லு கின்றேன்.

ஆக இன்றைய தினம் இங்கே கூடியிருக்கிற நண்பர்கள் எல்லோருடைய சார்பாக திரு. சுந்தரம்

அவர்களுடைய பிரயாணம் வெற்றிகரமாக முடிந்து, அவர்கள் இந்த நாட்டிற்குத் திரும்பி வரக்கூடிய காலையிலே நாட்டிற்கு என்னென்ன நன்மைகள் செய்ய முடியும் என்பதை நல்ல முறையிலே ஆராய்ந்து வந்து செயல் புரிவார் என்கிற நல்லெண்ணத்துடன், ஆண்டவன் அவர்களை நீண்ட ஆயுளையும், திடகாத்திரத்தையும் கொடுத்து, அவருடைய பிரயாணம் வெற்றிகரமாக முடிந்து, மீண்டும் நம் நாட்டுக்கு சேர எல்லாம் வல்ல இறைவனைப் பிரார்த்தித்துக் கொண்டு என்னுடைய பேச்சை நான் முடித்துக் கொள்கிறேன். (cheers).

Speech by

Sri T. T. R. PILLAI, B. A., B. L.,

Advocate, Coimbatore.

Mr. President, Mr. Sundaram, Mr. Angappan and Friends,

There is a general impression that I am always long, long in my speeches, – in making speeches. I believe our distinguished president of to night, whatever the opinions of others are, has called upon me to speak without even a second's notice.

One remark of the president has appealed to me most when he said that he and Sundaram form members of a Mutual admiration society. Well, I feel I can also claim to join that society at least partially, because I do not know whether they have any admiration for me or not but I have untinted, unqualified and unalloyed admiration both for the president and for the chief guest.

Mr. Ponnuswamy gave a very dilictable speech in the language of Tamilnad and referred to Srinivasan joining the Reserve Bank, and how he has been giving hints. My

friends, those of you who are interested in the economy of the country and the doings of the Reserve Bank must recently have come across the report of the Reserve Bank and the speech made by Mr. Bhattacharya, the Reserve Bank Governor. In theory, friends, Reserve Bank is supposed to be an independant body but there is an apprehension in the minds of the economists of this country and the practical much concerned businessmen that often than not the Reserve Bank is a hand maid of the Indian Union Finance Ministry. But for the first time in recent times we find the Reserve Bank has summoned sufficient courage a spirit of independence to give hint that all is not well with the manner in which the economy of the country is at the present juncture handled.

That has not been an open declamation but there have been hints and if you read between the lines, you find that to a large extent an undaunted spirit of criticism pervading throughout the whole report and the speech of the Reserve Bank Governor and as part within itself whether Mr. Sreenivasan claims it, as the director of the Reserve Bank has something to do with it or not, I hope he was responsible to have persuaded, influenced and convinced the Governor of the Reserve Bank, it is high

time that it asserted itself. In the interests of the country they have thrown ink here and there.

I have also got a great feeling of admiration for the Federation of Indian Chambers of Commerce and Industries. They are an untirable lot. They are undoubtedly indefatigable lot and I believe there are tools to find out the disease even when they are actually defeated.

For the past many years, time and again whenever a budget was passed whether it was in Morarji's time or whether it was T. T. K's time or anybody's time, I always find the Chambers of commerce sending delegation after delegation. I am made to come across an instance when they actually succeeded in persuading these finance minister to modify their budget to the policy. But they do not own the defeat. They go on pressing their points of view. It is only recently a few days ago, we found the delegation and the Presidentry advance as a matter, I say, our own distinguished industrialist. Mr. Devaraj was a member of the committee. Defenitely a very sensible representation they made but I doubt whether anything is going to come out of it atleast in the near future.

Therefore despite all these disappointments, despite all these defeats, despite all these things which will make any one else despondent, desperate and disappointed. They are believing in this delegation and I am glad that they are now sending a useful delegation to foreign countries especially Africa and other places. The president referred to and at the end gave a hint that there is something wrong, fundamentally wrong that we are not able to expand our export and it is an irony of fate, a matter which we cannot feel with equanimity that Pakistan a country which was only recently formed a country did not top under such good auspicious that we have, has made such tremendous progress and they are competing with us.

Take the jute trade. They say we are suffering from the competition of Pakistan. What is the most hopeless thing and what made me sad was that we should go to Pakistan for purchase of food, for purchase of rice. It is some thing which we should seriously think. I will appeal to friends like Mr. Sreenivasan and Sundaram to consider all this and the power that be how is it India, which was once considered the granery of the world, which was once considered that milk and honey was flowing through this country, today the

people tangling to get rice and to go to Pakistan who is still giving trouble who has now thrown its lot with china, that we should go and ask them for rice, I think that something oweful, something wrong, something terribly disastrous in the economy of this country. A friend of mind said, " My God, how to purchase rice from Pakistan? They may poison. They may put poison into that rice ". That is the feeling of an average Indian. Many of them have said, " How can we go and buy rice from Pakistan? Suppose they put poison in it, how are we to eat?". Not that they are going to do it. I am only telling you how the food situation has assumed this serious political attitude.

Well, Mr. Sundaram I endorse all the remarks that were passed about it, a steadfast, a serious minded, a conservative a logical minded gentleman. That is the impression which I have formed of him. He never rushes in the conclusion - takes his own time to come to conclusion. It is certain amount of originality he has I think and he never utters a thing in which he doesn't believe. We know him being chosen by the federation. It is Coimbatore that is being honoured and we cannot think of a better ambassador from this district to the present day. It only remains for me

as a friend to associate myself in the prayers of the president Mr. Ponnuswamy Chettiar and Mr. Angappan and conclude my speech with a prayer that God be with him wherever he goes, that he learns first hand - that he will be successful in his mission, comes back and gives us the benefit of his experience to the profit and to the advantage and to the growth and to the success, the profit and the prosperity of our country.

Thank you. (cheers).

Speech by

Sri K. Sundaram,

President, Indian Chamber of Commerce, Coimbatore.

Mr. Sreenivasan, Mr. Angappan, Mr. Ponnuswamy Chettiar, Mr. T. T. R. Pillai, Members of the Chamber and friends,

I am really grateful for the kind words that the speakers have said about me and I hope I deserve all of them and I really thank you for giving me this great honour for bringing out the tea this evening to the members of the Chamber.

It is already said that this is a good will mission going to African countries. Well, those who have already studied Geography recently will be knowing that there are more than 50 countries in Africa and out of the fifty, there are only a few who are friendly with us and the rest unfriendly or some of them are hostile. So, when I tell them that I am going to Africa, some of my friends asked me, "What on earth are you going to do there?" The little for us to consider "what is our relation-ship with this vast continent of Africa?" No doubt we had been doing very good business both ways between these two countries. But if you see the

Economic Times this afternoon, you will find that our export trade is continuously dropping for the last five years. Where even compared to under developed countries or developing countries, we are much lower, much poorer particularly with Africa. Most of the developed countries are competing there and the newly developing countries are also competing there. This is a fertile country for new market and that is why we find that last year Chou-en-lai of China had gone there and immediately there is marked improvement of the trade between those two countries and so also our representative Indra Ghandhi also went there but the result proved otherwise. It created more and more bitterness and more unfriendly. That was the result. Now the number of embassies and trade commissioners appointed in these various countries for the past so many years, their performance have proved to be practically nothing.

Last year there was a new association formed - Africa - Indian Development Association, mostly government officials that are concerned with and some of the Indian traders also. The only one thing that they did there was to provide some scholarships for African young students about fifty or sixty of them. In such a

vast country and from such a vast country, sixty students coming here, our government of India scholarship is a drop in the ocean. It is very very insignificant and what do they expect from this country? First and foremost they expected from India, the moment they got their freedom the kind of help they were expecting was to send teachers, doctors, engineers such educated people who in term educate their people. That is what they expected first. But unfortunately we failed there in the very beginning.

There are some reasons why they prefered Indian teachers or professors you may call it. This country had been under foreign rule, British rule. Naturally they will ape Britishers or for that reason any white man. They do not make any difference an European and an Englishman. Generally they hate white people. What we did when we got our freedom? Any white man we hated. What ever he did, we hated what ever he possessed we hated. Everything about English people we hated. The same thing was happening there. So they prefered any black man in his place and they expected such kind of help from India because they had very good relations and there are good settlements also, colonies of Indian persons living there. So they

expected in the normal course to get this help. There also we failed in the first instance and since then our economic policy had been more and more borrowing. Any country that is prepared to give us any credit, we are prepared to completely disown our past relation-ship of hundred years or even more.

In the same manner let us take for instance the import of asbestos. We had been importing only from Africa. Now for the last three or four years we have changed over to Canada. Vast quantities of asbestos are being imported only from Canada and not a Kilogram from African countries. Like that our policy had been in-consistant or we never cared for the market that had already been built up. We care for only credit. That is one of the reasons why we had been continuously loosing the African market.

Now recently they found that the trade commissions going to foreign countries had not been very successful and one of the very recent examples I can quote is the Japanese credit. Both Pakistan and India went there to get their credit. We failed and they got it on much favourable terms. No interest for the first five years and the next ten years the credit is to be repaid.

So fifteen years credit we had all along been asking for fifteen years continuous credit and we didn't get it. The reason, at least what was given to you was that it depended entirely on the persons who went there representing our country. One was business like and the other was official like. That made all the difference between our country getting the credit and our neighbouring country getting the same thing. We were loosing and they were sure. That is why our ministry of commerce have realised now that business community must be sent abroad for doing business. They have realised it or gradually realising it now and in several instances, the business community and particularly the private business people have done much better performance than what their own department people have done.

Our Mr. Ponnuswamy Chettiar has rightly pointed out that the foreign exchange that our country spends for such few delegations or few individuals or few commercial travellers is nothing in comparison to the foreign exchange that we have. Putting India say either of Bombay or Delhi or Madras or any where doing foreign exchange business, you know tens and hundreds of times of that money that

we spend on travelling of such people abroad, because we don't know the market. I have experienced it myself getting into an office. It was a committee for export trade, we know quite a lot. Afterwards we realised that what we have said is below the market. That frequent travelling and constant touch with the foreign market – that only can keep you continuously in the market and you will be looked up in the business field. One of the main object of this delegation is to have personal contact. In spite of the many embassies, they are not able to make personal contact between the commercial community of this country and that country.

Even yesterday, I tried to contact through our official sources, really a few of the merchants who are importing cloth and yarn in this state – our country has such a realm of names and addresses which are at least three years older – it must be current. What is the use of such information? and a month back I got the details from the Chamber and Commerce Ministry. It was equally out dated. The last 1963 figures they didn't have, rather 64 figures they didn't have. Only the Chamber was able collect all these figures in such a short time of a fortnight and they are in possession. What is the position of

trade between these two countries during the last ten months? It is very surprising that we had been neglecting such a good market all these years. The nine countries, the countries that this delegation is going to visit are these – Ethiopea, Gana, Kenya, Malavi, Nigeria, Northern Rodeshia, Sudan, Tangneika and Uganda. The team will be touring for about 25 days. There are about eleven members and two secretaries. The team is devided into two groups. Each group will be touring through four countries each and then they will come back and join at Nairobi and return back as a team. That is the present proposal.

Now in spending this foreign exchange in to-day's paper or yesterdy's, there is a move that they are making some new amendments that they will still tighten this foreign exchange regulations, – foreign exchange control regulations they are still tightening. The government always looks with a suspicious eye on the commercial business. They don't want to spend. "Well, why do you want to spend two hundred rupees a day in Africa? In America, well, you can spend two hundred and fifty a day. Why should they spend two hundred? Why not do with hundred and fifty or hundred?" This is the type of questions they ask. Well, he is not going to waste

his money in a foreign country and in going to Africa, well there is no pleasure. At least in Europe or in America, you can say, travelling is a pleasure there staying in luxurious, palacial modern hotels is a pleasure. But in Africa, it is nothing. A business man goes there to do his business. Unless one goes there for shooting, there is no other interest there. I told my friends that going to Africa is some thing like a doctor going to practice medicine in a village, where though he is welcome, he doesn't expect to grow rich not there is any thing or he can enjoy his life there. It is real service. It is only with a service motive a doctor goes to a village in our part. Like that, going to Africa to-day is really some thing like service and really there is no pleasure at least as far as I am concerned.

Now this trade with Africa forms fifty percent of our trade – 4,633 lakhs is half of our export into Africa and the total import is 45% of our total import, that forms about 5,097 lakhs. So, when foreign exchange trade is adverse, well it is to other countries. It is in favour of African countries. We have to export much more to balance this trade. In spite of that we had been neglecting it all these years. It is rather sad. That is why the ministry of

commerce thought that it is time that they send at least a few of the commercial people to improve this trade.

You might be knowing already that quite a number of items that we export, mainly it is jute textile and a few engineering goods like engines, pump-sets and agricultural implements and things like that. But what they realy need? Every thing they need, particularly in the building trade from nuts, bolts, screws, hinges, padlocks, glasses, doors, windows anything that goes into construction of a building. They are in need any amount of textiles. They need fertilizers, cement, sugar, quite a lot. That is why the composition of this team has been chosen to represent various interests like textile, cement, jute, engineering, sugar factories, solvent extraction of oil, cycle like that, so that if any of the African's are interested in starting new industries, these people will be able to offer suggestions, their know-how and they may be even able to participate with them. They will be able to collaborate and enter into a partnership there. Most of the countries have very attractive terms. It is only Indians who have surplus money. If they cannot invest in this country, with such money they will be able to invest in Africa.

You may be interested to know that already M/s. Birla Brothers have established an Indo-Ethiopean Textile mill and they are doing very well. They are believed to be interested in the extension of the mill and in particular with an industrial complex that is being planned by the mill. Malhothra and some one in Calcutta are setting up a factory for the manufacture of blades in Ethiopea. Macenzis, Bombay is considering the establishment of glass and paint factory. Like that quite a number of industrialists are already engaged, already in correspondence in starting fertilizer plants sugar factories, cement factories, asbestos cement factories and engineering factories. So, there is a vast scope and what aid the African Countries need, we are able to give them. Only one thing is, we have to stand in competition with the advanced and Developed countries. For these countries, the same help that we are getting from America and other I. B. R. D. ie. International Bank of Reconstruction and development, the same facilities are available for them also. Thus Germany is competing. France is competing. Japan is competing and of late China is also competing. So we have to compete with all these countries to establish new industries there. So you can imagine how difficult the task will be to re-establish our market in these

countries and earn a good name. At present their terms are very attractive. They offer very low taxes. They allow you to take your money or your profit or personal gain, what ever it is, after growing the factories there. So, quite a number of people are now interested. Let us atleast for the time being forget about developing our own country. But those who want to remain in other countries and develop these let them remain. Atleast those who have developed to such an extent can give a helping hand to these newly developing countries and do whatever little help they can do. Our India Government is also ready to participate in the capital that may be invested in other countries.

Now I heard that a new collaboration of 49% Indian and 51% African to construct 4 sugar factories in Sudan has been concluded of which the Government of India will be taking 50% capital and private enterprise will be taking 50% capital. So that will be an encouragement and inducement for the Indian private enterprise to enter into the foreign market also.

We are going to tour for a period of about twenty-five days. We mostly depend on our embassies and trade commissioners in the various countries to give us the

contact in those places and do all that is necessary to improve the relationship between these two countries. Only after visiting the countries I will be able to tell you how far I had been successful. But I am really hopeful to do quite a bit, quite a good business in this line.

One thing I may have to tell you here is, the shipping facilities for these countries have been remaining handecapped. As long as the Britishers were there they had very good shipping facilities and when both these countries were under the same ruler, the difficulty was not felt. Now on account of this particular facility, the range, the volume is dwindling. Particularly these countries have Yellow fever. So any ship going there or coming from any of those parts have to be fumigated. So that all involve extra cost, additional delay and therefore cost. Therefore quite a number of females or other lives are not even prepared to touch African port. So the Government of India is already thinking that it is better to have some kind of ship owned and run by our India Government. That is also they are thinking in the right direction. Therefore there is every scope for developing the friendship and trade between these two countries and what this delegation does to-day will go a

long way in the future years to come to develop the trade and friendship between these two countries.

I once again thank you gentlemen for honouring me this evening by all the members of the federation. Thank you. (Cheers).

Speech by

Sri G. D. NAIDU

With our president's permission I am going to speak for a few minutes. First I refused but after hearing the speeches I want to speak here. Mr. Ponnuswamy Chettiar mentioned that in 1957 started that negotiation. It is still going on. It is now seven years. Another three or four years it will take. I have got one industry that was started in 1940 still going on – four years still going on. But there are some other very quick instances, while our aluminium factory started its negotiations in 1957 in Shanmuga Manrum by T. T. Krishnamachari and still not yet started but year before last or two years back one licence was given in Bihar or else where and that aluminium is coming in the market now. There are such instances also.

Then about export business he mentioned. I too have got some offers to export razor blades, carbon paper and grundig radios. Unfortunately some two or three years back I had closed all my accounts in Switzerland, England, Germany, Austria and America. In all places I have closed.

If I get anything I have no place to keep there. Therefore I refused. Very good business - very good profitable business also for export business.

But all these exports look to me. Some twenty five years back or thirty years back there were aeroplanes, only two or three people going in the aeroplanes and such going services. Then came ten, twenty, then sixty and now even hundred people. In the same way the pumps also developed. Twenty five years back only a very small pump was worked by hand, then by small motor, then by 10 H. Ps., 20 H. Ps., 100 H. Ps., then jet pumps. Now in Neiveli perhaps many of you have seen a jet pump - a very powerful pump. When the English Government was here, with the hand pump they were pumping out our blood. Then this independant government started with the centrifugal pump for the last fifteen years. Now for the last one or two years our export minister Shaw has developed the pump. (laughter) By jet pump, our blood is pumped to Africa. America and Europe including Russia. So you must be careful (laughter). I don't want to explain here about the jet pump. It will take two hours to say and satisfy economics. Now ordinary people cannot understand.

Now what I request you is, please arrange with Africa to import our food, – Coimbatore rice. You see we are going to grow very good rice. Upto now we were growing this maize. It is not so good. We are going to grow very good rice. For that rice also, you please arrange an importer. For rice and for bananas (laughter) and for papaya also (laughter) and then an exporter from there. We want best gold and diamond and also we want cotton. Here we will export cotton cloth also. For that you please arrange other things we shall start when you come back. (cheers).

Vote of thanks by

Sri M. S. Jagannatha Iyengar,

Rotarian, Coimbatore.

Mr. K. Sreenivasan, Mr. G. K. Sundaram, Mr. G. D. Naidu, Members of the Chamber and friends,

I stand before you to propose a vote of thanks. We are deeply indebted to Mr. K. Sreenivasan for agreeing to preside over this function today. I am of opinion and I think you will all agree with me that he is just the person to preside over this function and on behalf of the Chamber I thank him very much for presiding over this function, so successfully and regarding Sri G. K. Sundaram much have been said about him and he is a great industrialist and he is a very busy individual. For information I say he just came here from the directors meeting of a big company and was too busy throughout the day and I thank him on behalf of the Chamber for finding some time to come here and meet us all and last but not the least I must thank Sri G. D. Naidu on behalf of the Chamber. G. D. Naidu is the Chamber I can say, when he wants to help the Chamber. He is all out. He throws open the entire

President Hall or Gopal Bagh as a matter of that.

Incidentally I may tell you, he has got great affection to the Chamber and he has donated a very beautiful plot of land opposite to Gopal Bagh for construction of a very big building, a palacial building for the Chamber. Therefore on behalf of the Chamber I thank him very much (cheers) and incidentally I must also say, here we have got a tinge of G. D. Naidu's tiffin also. We have got groundnuts and pappaya halwa and pappaya fruit also and I also thank him for the same.

Last but not least I thank all the members of the Chamber and also the members of the public who have responded to our invitations and attended so largely for the successful conclusion of this meeting and I may assure Mr. G. K. Sundaram that he will have the love and blessings of all here for his good mission and the successful conclusion of his mission.

Thank you. (cheers)

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